



CPaRlington

2006 - 2007 Annual Report

City of Arlington

Our Mission: The City of Arlington, through the community's CPR program, CPaRlington, will significantly increase the number of Arlington community members trained in CPR, resulting in higher survival rates among those suffering from cardiac emergencies.

Over 200 People Learned CPR at the "First Pitch" Event at the Ballpark in Arlington in 22 Minutes!



"Laying the groundwork" at The Rangers Ballpark.

In the United States, *each day*, 900 people will die due to sudden cardiac arrest. Eighty percent of these arrests will occur at home and be witnessed by family members or friends. Less than 5% of the victims survive due in part to the lack of bystanders who can successfully administer cardiopulmonary resuscitation. Death from sudden cardiac arrest *is not inevitable*. Being trained to perform CPR can mean the difference between life and death for a loved one. To promote and enhance community health awareness, the City of Arlington has set a goal to train 10% of the city's population in the techniques of CPR over a five-year period.

Arlington Mayor, Dr. Robert Cluck, along with other key community leaders from the University of Texas at Arlington and the Arlington Fire Department decided to make a difference. Responding to the alarming statistics, a team of dedicated individuals joined together to develop and implement a comprehensive community-based CPR training program, now known as **CPaRlington**. This program involves outreach to all of the city's major employers, schools, and numerous local businesses. Current program partners include the American Heart Association, the University of Texas at Arlington, the Arlington Independent School District, American Medical Response, CareFlite, Texas

Health Resources, Sam's Club, Wal-mart, the Arlington Rotary, and the Texas Rangers Baseball Club.

In April 2006, CPaRlington launched its first large-scale training event known as the "First Pitch." Over 200 individuals performed rescue breathing and chest compressions in the outfield of the Rangers Ballpark. Utilizing the American Heart Association's innovative new personal learning program, *Family & Friends CPR Anytime™*, **CPaRlington** hit a homerun with many Arlington residents that day. Each participant received their own inflatable manikin and instructional DVD to take home to share and use again.



Built on mutual respect and open communication, this vital partnership reaches into the community to raise health awareness and invites participation to increasingly larger segments of the community, providing vital educational opportunities and resources to save lives.

7,999
trained

Partners

The American Heart Association

The University of Texas at Arlington

American Medical Response

Texas Health Resources

Arlington Independent School District

Sam's Club

Texas Rangers

Wal-mart

The Arlington Rotary

CareFlite

Reading, Writing, Arithmetic...and CPR!



February 22nd
CPaRlington



At Young Junior High students learned how to save lives. Arlington continues its mission to train 10% of the city's population how to perform CPR.

CPaRlington: The Beginning

Our Goal: To train 2,400 community members in CPR who will then train 4,800 members of their families and friends for a total educational impact of 7,200 participants each year for the next five years. In five years we will train 36,000 members of the community.

In late 2005, Arlington's Mayor Robert Cluck, a physician, asked UTA School of Nursing's Dean Elizabeth Poster about the possibility of having someone from the nursing faculty provide assistance with training city personnel to use Automated External Defibrillators (AEDs) that had been installed in city buildings.

Dr. Poster returned to the School of Nursing and discussed the request with Associate Dean Beth Mancini, a long-time American Heart Association (AHA) volunteer. Dr. Mancini was aware of an innovative new AHA-Laerdal product, *Family & Friends CPR Anytime™*, that would soon be released to the public and was expected to revolutionize the approach to training individuals in the skills of cardiopulmonary resuscitation.

Sudden Cardiac Arrest is one of the leading causes of death in the United States, claiming an estimated 350,000 lives each year, which translates into approximately 900 Americans who die each day from a sudden cardiac arrest occurring outside the hospital setting. Almost eighty percent of sudden cardiac

arrests occur at home and are witnessed by family members or friends. Less than five percent of sudden cardiac arrest victims survive due in part to the fact that those individuals who witness the arrest typically do not know how to perform CPR.

Studies have shown that when CPR is begun quickly, a victim's chance of survival can double or triple. With a population of over 360,000, Arlington, Texas is a city primed with a well-established emergency medical response system and public access defibrillation program but, until recently, lacked the methods, materials and resources to substantially increase the survival rates of Sudden Cardiac Arrest victims who receive bystander CPR.

Dr. Mancini proposed bringing key individuals from AHA and Laerdal together with the Mayor and members of the Arlington Fire Department, to discuss the potential for creating a city-wide initiative to enhance the Chain of Survival in Arlington using the soon to be released *Family & Friends CPR Anytime™* training



"We recognize that far too many people are not prepared to do CPR when it's needed," says Mayor Robert Cluck. "Our program is about education and saving lives."

product. *Family & Friends CPR Anytime™* is a personal CPR training product that can be used by an individual in the home or by a group in a community setting.



The training kit, which includes a personal CPR manikin, a CPR Skills Practice DVD and a resource booklet, has been shown to successfully train individuals in CPR in only 22 minutes.

Mayor Cluck enthusiastically embraced the recommendation and set the ambitious target of training 36,000 people - ten percent of the city's population - over the next five years. In doing so, he set us on the path of making Arlington the first city to undertake a comprehensive approach to creating a Heart Ready City and save more lives.

Snapshots



August 2006: Sam's Club #8260 General Manager, Manny Arellano donates \$1,250 to the CPaRlington Program.

Caught, in the act, the Rotary Club of Arlington South kicks-off their CPR training September 2006. Their goal: to train 100% of all Rotarians in Arlington, along with their family and friends.



Arlington Memorial Hospital's Cardiac Rehab staff and supporters help residents meet the city's goal of more CPR-trained citizens.

April 2006: CPaRlington's "First Pitch"



Over 200 Arlington residents joined Mayor Robert Cluck as he threw out the "First Pitch" to start the citywide health initiative, CPaRlington.

The event was held at the Rangers Ballpark in Arlington. Participants knelt on the green turf of the Ranger's outfield, "watching and doing" — following along with the instructional DVD that played upon the giant Jumbotron. Chest compressions and rescue breathing were practiced and

perfected by each individual, utilizing their own inflatable Mini Annes. Program partners and volunteer facilitators from the University of Texas School of Nursing, Arlington Fire Department, American Medical Response, Arlington Memorial Hospital, Medical Center of Arlington, USMD Hospital, Arlington Rotarians and the Arlington Professional Firefighters Association Local 1329 hosted this spectacular afternoon event.



*"I've gone to CPR classes before, but this is so easy," says one UTA student.
"You can't get any easier than this!"*

Calling all Arlington 8th Graders!!

The City of Arlington is moving another step closer to achieving an important life-saving goal with the help of the Arlington Independent School District. Armed and ready, members of the Arlington Fire Department with other Program Partner volunteers, set out on a mission: *to train every 8th grade student at two of Arlington's junior high schools.* At 9 a.m. on September 14th, CPR training entered Boles Junior High School where over 400 students learned cardiopulmonary resuscitation. In a very similar fashion, the students at Young Junior High also took part in learning the life saving skills of CPR. Their homework assignment was to take what they learned and to teach at least three family members or friends. Inside the school gymnasiums, students viewed an instructional DVD, walking them through each step of CPR.



On their knees for almost half an hour, these kiddos practiced chest compressions and rescue breathing on their own manikins. Since each student, as part of the program, receives their own personal CPR Anytime Kit, they will be taking these kits home so that they can share what they've learned with their family and friends. According to Mayor Robert Cluck, who is also a physician, the city is committed to reaching its goal because

far too many people do not know how to perform CPR. Every year, more than 350,000 people in the U.S. die from coronary heart disease before reaching a hospital room or emergency room. "Arlington is going to change that outcome," the mayor said. "We are working to educate and save lives in our city."



Next target: Bailey Jr. High.
Coming next Fall to a gymnasium near you!



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 Phone: 817.459.5555
 Fax: 817.459.5507
 E-mail: cparlinton@ci.arlington.tx.us

LEARN CPR - PASS IT ON!

Everyone should become involved! Learn how to perform CPR or help fund the initiative in schools, places of business, and throughout the city. To learn CPR through, CPaRlington, you will need to purchase a CPR Anytime kit. Each kit (which costs approximately \$30) contains a training DVD, describing the latest CPR techniques and standards, a small inflatable manikin, and other items to help you learn CPR in under 30 minutes! With this program, as it is designed to be shared, one kit can train three additional family members or friends...so, **pass it on!**



City of Arlington

www.cparlinton.org

Major Accomplishments 2006 - 2007



First Pitch Event at The Ranger's Ballpark in Arlington, April 10, 2006

This event was a spectacular launch and resulted in 210 people being trained at once in 22 minutes, with a multiplier effect of 630.

University of Texas at Arlington CPR, Summer -Winter 2006

Actual number of students trained was 639, with a multiplier effect of 1,917.

Arlington Memorial Hospital Cardiac Rehabilitation, Since August 2006

Participants in the Cardiac Rehabilitation program at Arlington Memorial Hospital are trained in CPR several times throughout the year. To date, over 1,000 patients have been involved in learning CPR as part of their program.

AISD: Boles Junior High School, September 14, 2006

412 students in the eighth grade class at Boles Junior High School were trained in the gym, with a multiplier effect of 1,236.

Arlington Rotaries, Since September 2006

Arlington Rotary have trained 4 of 7 clubs to date: 75 people trained, with a multiplier effect of 225.

Martin High School, November 6, 2006

35 members of the Martin High School Key Club were trained, with a multiplier effect of 105.

Arlington Independent School District, December 4-8, 2006

240 AISD employees received AED and traditional CPR training.

AISD: Young Junior High School, February 22, 2007

427 students in the eighth grade class at Young Junior High School were trained in the gym, with a multiplier effect of 1,281.